



Replacement Sheet; Serial No.: 10/705,359; 2/25/2004

## Sales & Marketing: Selling and Sources of Business

Note: This is a portion of the detail of the Sales & Marketing 'Sub-Page', the 1st of 11 sub-pages

	N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
1 Customer 1sty Impression of yYour Facility						
Overall Impression from street						
Signage						
General Appearance of Building						
Clear wide entrance						
Appearance of Parking Area						
Parking places available						
Parking places well marked						
Estimating area marked						
Appearance of Reception Area						
Clean						
Comfortable						
2 Customer 1st Impression of Employees						
Telephone Answering & Handling						
Prompt						
Strong & Courteous Greeting						
Consistent greeting by all						
Back-up answering responsibility						
Customer Service Representatives						
Consistently courteous						
Consistently Professional						
Consistently Customer Focused						
Impression of sales representatives						
Consistently Courteous						
Consistently Professional						
Consistently Customer Focused						
3 2nd Impressions						
Reception Area: Info on Display						
Steps in the Repair Process						
Refinish Warranty						
Employee Training Certifications						
Photos / Testimonials						
Production Area						
Neat & Clean 100% of time						
Employees in Uniforms						

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## Sales & Marketing: Selling and Sources of Business

Note: This is the same portion of the detail of the Sales & Marketing ' Sub-Page', completed

	N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
1 Customer 1st Impression of yYour Facility		From 1. above				
Overall Impression from street		384				
Signage						
General Appearance of Building						
Clear wide entrance						
Appearance of Parking Area						
Parking places available						
Parking places well marked						
Estimating area marked						
Appearance of Reception Area						
Clean						
Comfortable						
2 Customer 1st Impression of Employees		From 2. Above				
Telephone Answering & Handling						
Prompt						
Strong & Courteous Greeting						
Consistent greeting by all						
Back-up answering responsibility						
Customer Service Representatives						
Consistently courteous						
Consistently Professional						
Consistently Customer Focused						
Impression of sales representatives						
Consistently Courteous						
Consistently Professional						
Consistently Customer Focused						
3 2nd Impressions		From 3. Above				
Reception Area: Info on Display						
Steps in the Repair Process						
Refinish Warranty						
Employee Training Certifications						
Photos / Testimonials						
Production Area						
Neat & Clean 100% of time						
Employees in Uniforms						

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## Sales & Marketing: Selling and Sources of Business

Note: This is the same Sales & Marketing 'Sub-Page', as it might appear completed

	N/A	Weak	Avg	Strong
1 Customer 1st Impression of Your Facility	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
2 Customer 1st Impression of Your Employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
3 2nd Impressions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
4 Sales Close % on Estimates Written	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
5 Maximizing Repeat & Customer Referrals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
6 Maximizin Insurance DRP Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Cycle Time Performance (CTP)</a>				
<a href="#">Link to Unique Cycle Time Measurement Tools</a>				
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
7 Maximizing Employee Refferals	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
8 Maximizing Dealership & Fleet Referrals	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
9 Maximizing 'Exposure' of Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
10 Advertising & Marketing Promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				
11 Yellow Pages & Directories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Checklist and Action Planner</a>				
<a href="#">Link to Detail Below</a>				

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